



BACKGROUND

THIS CLIENT IS AN ENGINEER IN ALABAMA AND WANTED TO CAPTURE LEADS VIA TEXT ADS, TARGETING PEOPLE LOOKING TO GET THEIR PROPERTY/LAND SURVEYED. WE STARTED FROM THE SCRATCH. LIKE IN MOST SERVICES, THE TARGETED AREA WAS SMALL AND HENCE CLICK VOLUME WAS ALWAYS GOING TO BE A CHALLENGE BUT WE KNEW WITH QUALITY CAMPAIGNS AND LANDING PAGE, EVEN IF WE DROVE 10 RELEVANT CLICKS A DAY THEN WE COULD GARNER DECENT LEADS.

WHAT WE DID

WE STARTED WITH KEYWORDS RESEARCH, THERE WERE HUNDREDS OF KEYWORDS TO TARGET BUT WE STARTED WITH HIGHLY TARGETED ONES SO THAT WE CAN TEST HOW THE BEST KEYWORDS PERFORMED. WE ALSO DID A COMPETITIVE ANALYSIS TO CHECK WHAT THE FELLOW "LAND SURVEYORS" WERE UP TO!

THE GEOGRAPHICAL AREA TO BE TARGETED WAS SMALL AND THE CHALLENGE TO DRIVE MORE CLICKS WAS HUGE. WE DECIDED TO START WITH BROAD MATCH KEYWORDS . ONE CAMPAIGN FOR EACH LOCATION BECAUSE PEOPLE LIKE TO SEE LOCATION NAMES IN THE AD TEXT FOR SUCH SERVICES. IT ALSO MAKES AN AD COPY HIGHLY RELEVANT TO THE SEARCH TERMS.

WE ALSO DID CONVERSION RATE ANALYSIS AND CARRIED OUT SOME TWEAKS TO THE LANDING PAGES. THIS IS VITAL FOR ANY AD CAMPAIGN, WITHOUT CONVERSION RATE OPTIMIZATION/ANALYSIS EVEN THE BEST OF CAMPAIGNS ARE LIKELY TO UNDERPERFORM.

WE PLAYED AROUND WITH DIFFERENT BID STRATEGIES TO TEST WHAT WORKS BEST. TRYING DIFFERENT THINGS IS THE ONLY WAY TO KNOW WHAT WORKS BEST, THERE ARE NO SHORTCUTS OR MAGIC TOOLS AVAILABLE FOR THAT!

THE RESULT

IN JANUARY, WE WERE ABLE TO GENERATE 24 LEADS AT A COST OF \$500 ONLY, EVEN IF 6 OF THEM CONVERT THEN THAT WOULD MAKE THE AD CAMPAIGN HIGHLY PROFITABLE, THE CLICK-THROUGH RATE (CTR) WAS OVER 7% WHICH MEANT THE KEYWORDS AND AD-COPIES WERE IN SYNC. THE COST PER CLICK IN JAN WAS \$1.77, NORMALLY IT IS CLOSE TO \$3 OR EVEN \$4 FOR SERVICES TARGETING A SMALL GEOGRAPHIC AREA.

THE CLIENT SAID HE NOTICED AN UPTICK IN THE OVERALL LEAD FLOW AND THAT HE WAS HAPPY WITH THE WORK DONE SO FAR.

CEO:
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AREAS OF EXPERTISE

- Google Ads
- YouTube Ads
- LinkedIn Ads
- Facebook/Instagram Ads
- SEO
- Video Production
- Business Consultation

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